IN THE CLAIMS

Please cancel claims 5, 20, 28, and 41.

Please amend claims 1, 6, 14, 16, 21, 25, 29, 37, and 42 as indicated below.

1.   (Currently Amended) A system for facilitating product purchases during television viewing in an interactive television system, the system comprising:

      a first source configured to convey television programming content;

      a second source configured to convey data corresponding to a product which is presented within the television programming content, and wherein the television programming content is not created for the purpose of selling the product;

      a mechanism configured to:

            combine said television programming content and said data; and

            convey the combined television programming content and data as a broadcast stream; and

      a third source configured to convey an interactive application, wherein said interactive application is executable to:

            detect the data within the broadcast stream;

            present an indication corresponding to the detected data during presentation of the television programming content;

            receive user input corresponding to the indication; and

            store information related to the product in response to receiving the user input;

            wherein the user input is received and the information stored without interrupting presentation of the television programming content.

2.   (Previously Presented) The system of claim 1, wherein said first source, said second source, and said mechanism are located within a broadcast station.

3.   (Previously Presented) The system of claim 1, wherein the television programming content is television programming.

4.   (Previously Presented) The system of claim 3, wherein the television programming content comprises a movie, sporting event, and/or advertisement.

5.   (Cancelled).

6.   (Currently Amended) The system of claim [[5]] 1, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie.

7.   (Previously Presented) The system of claim 3, wherein said mechanism is configured to add said data to said broadcast stream by tagging said broadcast stream with said data.

8.   (Previously Presented) The system of claim 1, wherein said application is further configured to present a virtual shopping cart, and wherein said virtual shopping cart is configured to include said product in response to storing said information.

9.   (Previously Presented) The system of claim 8, wherein said information is stored on a storage device coupled to a receiver of the user.

10.   (Original) The system of claim 9, wherein said receiver is a set-top box.

11.   (Previously Presented) The system of claim 1,
        wherein said second source is configured to convey data corresponding to a second
                product that is presented within the television programming content; and
        wherein said interactive application is further executable to:
                detect the data corresponding to the second product within the broadcast stream;
                present a second indication during presentation of the television programming
                        content;
                receive a second user input corresponding to the second indication; and

        store information related to the second product in response to receiving the second

                user input;

        wherein the second user input is received and the information related to the second

                product stored without interrupting presentation of the television

                programming content

12.   (Previously Presented) The system of claim 8, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein a purchase request for said product is initiated in response to said interacting by said viewer.

13.   (Original) The system of claim 12, wherein said purchase request is conveyed to an on-line retailer.

14.   (Currently Amended) The system of claim [[5]] 1, wherein said interactive application is further executable to convey the information to a first device.

15.   (Original) The system of claim 14, wherein said first device is a handheld computing device.

16.   (Currently Amended) A method for facilitating product purchases during television viewing in an interactive television system, the method comprising:

        receiving a broadcast stream with television programming content and data

                corresponding to a product which is presented within the television programming

                content, <u>wherein the television programming content is not created for the purpose</u>

                <u>of selling the product</u>;

        detecting said data within said broadcast stream;

        presenting an indication corresponding to the detected data during presentation of the

                television programming content;

        receiving user input corresponding to said indication, and

        storing information related to the product in response to receiving the user input;

wherein the user input is received and the information stored without interrupting presentation of the television programming content.

17.   (Previously Presented) The method of claim 16, further comprising presenting a virtual shopping cart, wherein said virtual shopping cart is configured to include said product in response to storing said information.

18.   (Previously Presented) The method of claim 16, wherein the television programming content is television programming.

19.   (Previously Presented) The method of claim 17, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein a purchase request for said product is initiated in response to said interacting by said viewer.

20.   (Cancelled).

21.   (Currently Amended) The method of claim [[20]] 16, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie.

22.   (Previously Presented) The method of claim 24, wherein said receiver is a set-top box.

23.   (Previously Presented) The method of claim 18, wherein the television programming content comprises a movie, sporting event, and/or advertisement.

24.   (Previously Presented) The method of claim 16, wherein said broadcast stream is received by a receiver of the user, and wherein the information is stored on a storage device coupled to the receiver.

25.   (Currently Amended) A device for facilitating purchases during television viewing in an interactive television system, the device comprising:

a signal receiver, wherein said receiver is configured to receive a broadcast stream with

television programming content and data corresponding to a product which is

presented within the television programming content, wherein the television

programming content is not created for the purpose of selling the product; and

a mechanism coupled to said receiver, wherein said mechanism is configured to:

detect the data corresponding to a product within said broadcast stream;

present an indication corresponding to the detected data during presentation of the

television programming content;

receive user input corresponding to said indication; and

store information related to the product in response to receiving the user input;

wherein the user input is received and the information stored without interrupting

presentation of the television programming content.

26.   (Previously Presented) The device of claim 25, wherein the television programming content is television programming.

27.   (Previously Presented) The device of claim 26, wherein the television programming content comprises a movie, sporting event, and/or advertisement.

28.   (Cancelled).

29.   (Currently Amended) The device of claim [[28]] 25, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie.

30.   (Previously Presented) The device of claim 32, wherein the information is stored on a storage device coupled to said mechanism, wherein said mechanism is configured to store the information on said storage device.

31.   (Original) The device of claim 30, wherein said device is a set-top box.

32.   (Previously Presented) The device of claim 25, wherein said mechanism is further configured to present a virtual shopping cart, and wherein said virtual shopping cart is configured to include said product in response to storing said information.

33.   (Previously Presented) The device of claim 32, wherein said mechanism is further configured to enable a viewer to interact with said virtual shopping cart, and wherein a purchase request for said product is initiated in response to said interacting by said viewer.

34.   (Previously Presented) The device of claim 30, wherein said mechanism is further configured to:

        receive a second data conveyed from a first device, wherein said second data is not

                conveyed via said broadcast stream; and

        store said second data on said storage device.

35.   (Original) The device of claim 34, wherein said first device is a handheld computing device.

36.   (Previously Presented) The device of claim 35, wherein said mechanism is further configured to convey said data corresponding to said product to the handheld computing device.

37.   (Currently Amended) A carrier medium comprising program instructions for facilitating purchases during television viewing in an interactive television system, wherein the program instructions are executable to: ·

        detect data in a broadcast stream with television programming content, wherein said data

                corresponds to a product which is presented within the television programming

                content, <u>wherein the television programming content is not created for the purpose</u>

                <u>of selling the product</u>;

        present an indication corresponding to the detected data during presentation of the

                television programming content;

        receive user input corresponding to said indication; and

        store information related to the product in response to receiving the user input;

wherein the user input is received and the information stored without interrupting presentation of the television programming content.

38.   (Previously Presented) The carrier medium of claim 37, wherein said program instructions are further executable to:

present said product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is configured to include said product in response to storing said information.

39.   (Previously Presented) The carrier medium of claim 38, wherein said instructions are further executable to enable interaction with said virtual shopping cart by a viewer, and wherein a purchase request for said product is initiated in response to said interacting by said viewer.

40.   (Previously Presented) The carrier medium of claim 37, wherein the television programming content is television programming.

41.   (Cancelled).

42.   (Currently Amended) The carrier medium of claim [[41]] 37, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie.